

Budget Unit Brief

FY 2017



Keep Iowa Beautiful Initiative

Purpose and History

The Keep Iowa Beautiful Initiative was created in [SF 435](#) (FY2014 Agriculture and Natural Resources Appropriations Act) to assist communities in developing and implementing beautification and community development plans – specifically called “Hometown Pride.”

The Department of Natural Resources (DNR) will administer the agreement with Keep Iowa Beautiful (KIB) by developing and implementing the Initiative. The KIB is a privately funded, nonprofit organization comprised of Iowa citizens that are working toward the goal of creating a state that is beautiful and litter-free. The KIB has a successful pilot program that has been underway for a full year in nine communities of Pocahontas County. The KIB has a private donor that will match the annual support from the state.

Funding will be used for the development and implementation of the Hometown Pride Program. The Hometown Pride Program is designed to hire community coaches to provide technical assistance to selected counties and communities by supporting, facilitating, and furthering community and county plans. The focus of this program is to move existing plans to implementation. Local plans of primary interest to the Hometown Pride Program include cultural vitality, infrastructure, image, and sustainability.

Funding History

Funding for the KIB Initiative is appropriated from the Environment First Fund and the amount appropriated varies from year to year.

Related Statutes

Iowa Code section [455E.11](#)

[567](#) Iowa Administrative Code chapter [209](#)

Revised August 22, 2016

More Information

Department of Natural Resources Website: <http://www.iowadnr.gov>

Keep Iowa Beautiful: <http://www.keepiowabeautiful.com/>

Iowa General Assembly: <https://www.legis.iowa.gov/>

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